

In the Claims

33. (Currently amended) A method for announcing a key code to TV viewers via the screen of their TV set for use in establishing contact between selected viewers and an established game program over a telecommunication network, said method comprising the steps of:

generating said key code to include a plurality of descriptive elements, said key code being selected randomly among a predetermined number of different key codes;

transmitting said key code elements in succession to said TV screens within a plurality of selected time slots located within a plurality of selected time units between a start and an end of a TV transmission which is at least one of a TV program and a TV commercial spot; and

~~selecting said viewers for connection to said game program as a function of a predetermined number of viewers who by using the key code manage to establish said contact.~~

providing access to the game program by a predetermined number of viewers who use the key code to establish said contact with the game program.

34. (Previously added) The method of Claim 33, wherein said selection of said key code incorporates the use of an automatically operating selection device.

35. (Previously added) The method of Claim 33, wherein said selection of said time slots incorporates the use of an automatically operating selection device.

36. (Previously added) The method of Claim 33, wherein at least one of a duration of a time slot and a position of a time slot within a time unit is selected at random.

37. (Previously added) The method of Claim 36, wherein said random selection is made by an automatically operating device.

38. (Previously added) The method of Claim 33, wherein said viewer connection is made via one or more selected from the group consisting of a telephone network and a computer network.

39. (Previously added) The method of Claim 33, wherein said descriptive elements each comprises one or more selected from the group consisting of symbols, numbers, and letters.

40. (Currently amended) A system for announcing a key code to TV viewers via the screen of their TV set for use in establishing contact between selected viewers and an established game program over a telecommunication network, said ~~method~~ system comprising the steps of:

a key code generator for generating said key code to include a plurality of descriptive elements, said key code generator having means for selecting said key code randomly among a predetermined number of different key codes;

a key code transmitter for transmitting said key code elements in succession to said TV screens within a plurality of selected time slots located within a plurality of

selected time units between a start and an end of a TV transmission which is at least one of a TV program and a TV commercial spot; and

a line connector for connection of viewers to said game program who are selected as a function of a predetermined number of viewers who by using the key code manage to establish said contact.

41. (Currently amended) The system of Claim 40, wherein the key code generator comprises an automatically operating key code selection device ~~wherein means are provided for accomplishing said selection of said key code automatically.~~

42. (Currently amended) The system of Claim 40, wherein the key code transmitter comprises an automatically operating time slot selection component ~~wherein means are provided for accomplishing said selection of said time slots automatically.~~

43. (Currently amended) The system of Claim 40, wherein the key code transmitter comprises a time selection component that ~~wherein means are provided for selecting~~ randomly selects at least one of a duration of a time slot and a position of a time slot within a time unit ~~at random.~~

44. (Currently amended) The system of Claim 43, wherein the key code transmitter comprises an automatically operating time slot selection component for randomly selecting at least one of a duration of a time slot and a position of a time slot within a time unit ~~wherein means are provided for making said random selection automatically.~~

45. (Previously added) The system of Claim 40, wherein said viewer connection is- via a telephone network and a computer network or both.

46. (Previously added) The system of Claim 40, wherein said descriptive elements each comprises one or more from the group consisting of symbols, numbers, and letters.

47. (New) The method for announcing a key code of claim 33 wherein the key code is a PC related data path or telephone number.

48. (New) The system for announcing a key code of claim 40 wherein the key code is a PC related data path or telephone number.